

AMENDMENTS TO THE SPECIFICATION

Please add the following paragraph directly after paragraph 0017:

Advertising content may be created on at least one server 10, and this content may be subsequently distributed to at least one advertising player 14 for playback. The content may be stored on the at least one advertising player 14 for immediacy of delivery when the server 10 to advertising player 14 connection is not made. For example, if the at least one advertising player 14 accesses the server 10 using a dial-up connection, then storing the content on the at least one advertising player 14 may allow delivery while the dial-up connection is not established. Content loaded on the at least one advertising player 14 may be loaded according to a schedule. For example, the advertising content may be loaded onto at least one advertising player 14 at night when fewer advertisements are played. In addition, a unique identifier may be assigned to different advertising content so that content may be specially delivered to different advertising players 14 as desired. The different advertising players 14 also may be addressable due to being assigned unique identifiers. Because the different advertising players 14 are addressable, advertising content may be assigned to different locations, for example, to support an advertising campaign in a certain location.

Please replace paragraph 0022 with the following amended paragraph:

[0022] Server 10 may also manage advertiser records including organizing current and future advertisements. Managing advertiser records may include maintaining a database of stores and advertising players 14 in those stores, ~~and tracking the status of the advertising players 14.~~ The server 10 may also track the status of the advertising players 14. For example, if an advertising player 14 cannot be communicated with by the server 10, then this may be due to a malfunction of the hardware or software of the advertising player 14. The server 10 will then be able to identify the possible defective advertising player 14 for service. Alternatively, periodically, the store controller 12 may assess whether the advertising players 14 are operational and report this information to the

server 10. The advertising players 14 may each have unique identifiers on the network so that information from the server may be addressed to a particular advertising player 14, or alternatively, to a group of advertising players 14. Likewise, store controllers 12 may also have unique identifiers so that servers 10 can further designate where information may be sent.

Please add the following paragraph directly after paragraph 0023:

The advertising player 14 may track when an advertisement is played and which advertisement is played. The advertising player 14 may report the advertisement history to the server 10 when commanded by the server 10. The advertising player 14 may remove the advertisement from its system once the server 10 acknowledges its receipt of the advertisement history. The advertising player 14 may monitor the network or wireless connections for commands from the server 10 and/or the store controller 12, such as status report commands.

Please replace paragraph 0035 with the following amended paragraph:

[0035] The advertising player 14 of the various embodiments may also have the capability of tracking various parameters associated with playing a particular advertisement. At least one advertising player 14 may record the time the content was played and which content piece was played. There may also be a mechanism to determine the proximity of the advertising player 14 in relation to at least one other advertising player 14 so as to ensure that the advertisements of the two players 14, if they are playing at the same time, are not interfering with each other (potentially causing undue visual and/or audio stimulus for the recipient). ~~For example,~~ Further, an advertising player 14 may keep track of a number of times a particular advertisement was played in a given period of time, such as a day. The primary server 10 may periodically poll the advertising player 14 for statistics or metrics regarding the number of times the stored advertisements have been played. Alternatively, each advertising player 14, individually or as a defined group, may report to the server the history of when each content message was played. History information may be returned after a request from

the server 10, transmitted from at least one advertising player 14 based on a schedule, or after a certain number of plays. The server 10 may tabulate this information and report the number of times an advertisement was delivered, when it was delivered, and/or to which locations it was delivered. Alternatively, the advertising player 14 may report this information back to the primary server 10. Before proceeding, it should be understood that while the primary server 10 may many times throughout the day deliver advertisement to the advertising players 14, and the advertising players 14 may report statistics or metrics regarding advertising play back to the primary server 10, the advertising players 14 need not be in communication with the primary server 10 to be operable. For example, if the communication system 11 is inoperable, then advertising players 14 may continue to play advertisements selected from their various media slots, and track their usage. Upon the communication system 11 becoming operable, the statistics may be transferred or different advertisements may be provided.

Please add the following paragraphs directly after paragraph 0035:

The server 10 may transmit and receive information from each advertising player 14 directly via a wireless or wired connection, and/or via a store controller 12 that is connected to the primary server 10 via a wireless or wired connection.

The primary server 10 of the advertising system 100 may store content, record play history of the advertising players 14 and manage distribution of the content to the advertising players 14. The primary server 10 may distribute the advertising content to one or more advertising players 14 and/or groups of advertising players 14. The primary server 10 may uniquely identify one or more advertising players 14.